

Smarter translation, smoother localization:

Tackle global challenges with AI

Let's meet the presenters

ACTUM Digital



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About Sitecore

Global software company providing an end-to-end Digital Experience Platform (DXP).

1,700+ Sitecorians support 3,000+ brands worldwide to **create standout digital experiences** (all around web, assets, online stores).



Designed for marketers and technologists

Simplicity for marketers, agility for developers, and robust scalability for IT.



Unrivalled global ecosystem

25,000+ strong community of strategists, marketers and developers.

Comprehensive global partner network with strategic partnerships (e.g. Microsoft).



Analyst recognition in latest reports

Forrester Wave:
Strong Performer DXP, DAM, Agile CMS.

Gartner Magic Quadrant:
Visionary for DXP, Leader Content Marketing Platforms + Personalization Engines.

IDC MarketScape:
Leader Full Stack & Hybrid-Headless CMS, CDP and B2C and B2B Commerce.





**We empower organizations
to outperform the competition
with their digital platforms.**



Servicing companies with **digital solutions** across Europe and North America



Revenue split by regions (2018-2023)

Western Europe & Nordics	  	47%
United States		30%
Czech Republic		21%



Industry split (by revenue share, 2018-2023)

Commerce and Collectibles	29%
B2B Manufacturing & Automotive	20%
Information Technology, Internet	13%
Utilities, Energy	10%
Finance	7%



Focusing on long-term partnerships

Approximately **60%** of our revenue comes from long-term clients (3+ years).

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01

QUIZ QUESTION:

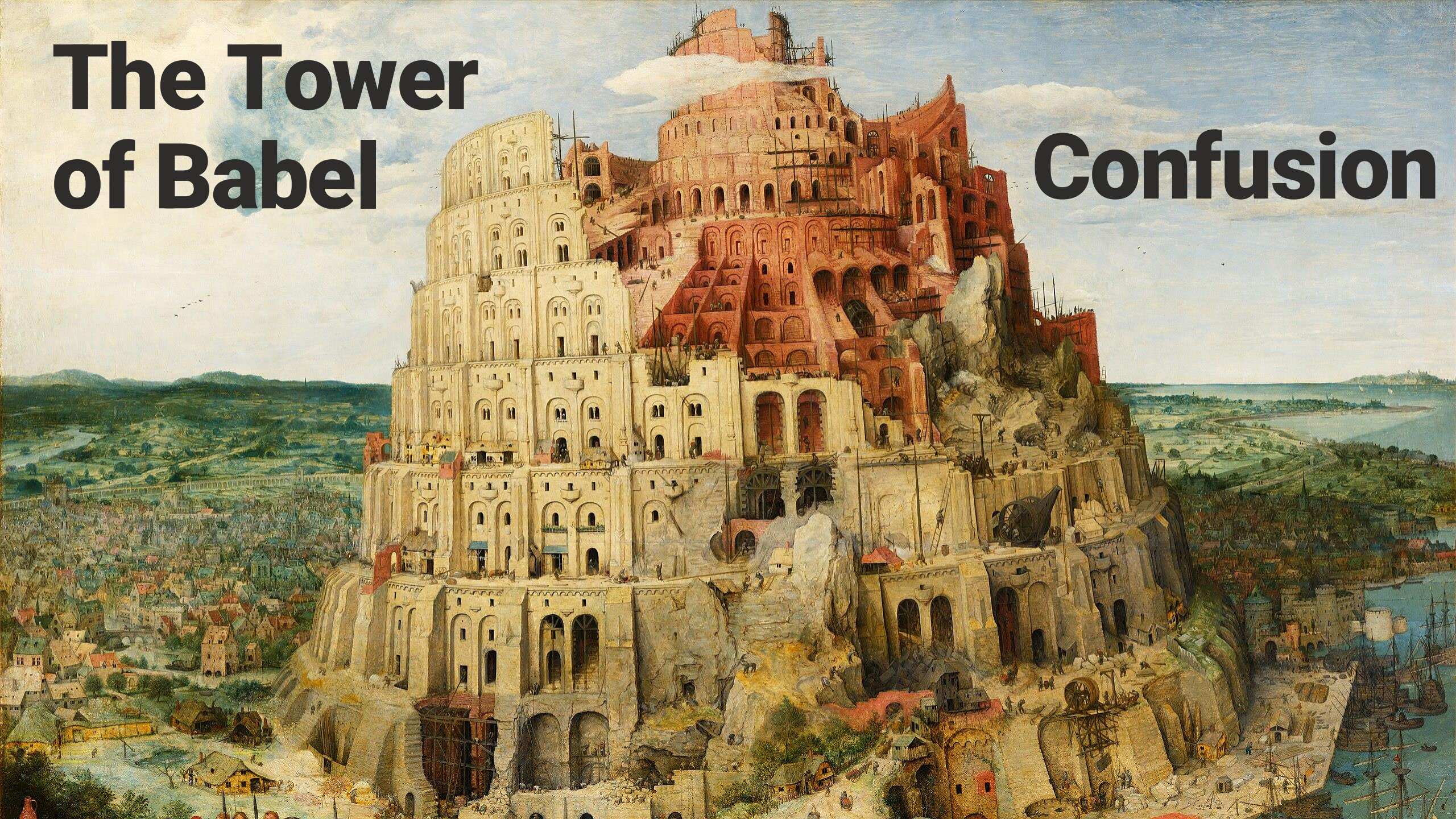
What is the difference between Translation and Localisation? How do you translate (or localise) content in your organisation?

Send us your answer in the chat and win a prize!

Translation vs. Localisation

The Tower of Babel

Confusion





Localization:
Adaptation of an idea from
one culture to another.



Content Translation at Global Websites is challenging



Manual Processes Slow Down Time-to-Market

Translating and publishing content across multiple languages often involves **manual copy-pasting**, fragmented communication with vendors, and version control chaos.



Inconsistent Brand Messaging Across Markets

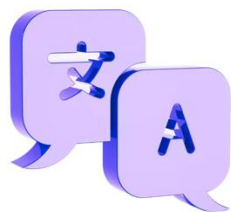
Different translators, tools, or lack of context often lead to **inconsistent terminology and tone of voice**, weakening brand trust globally.



High Translation Costs and Low Efficiency

Professional human translation at scale is expensive, and many teams **waste budget on repetitive content** that could be automated.

How our solution solves these challenges?



01

AI-Powered Translation Tool is an application for global enterprises who seek automation of content translation.

02

Designed for Content Editors and Web Content Specialists, ready for all common content scenarios. The app offers robust translation approval process and intuitive page translation variants.

03

Effortless content translation and publishing leading in reduced translation cycle time and resources.

AI-Powered Multilingual Content Translations for Global Outdoor Lifestyle Brand

Decreasing time and effort spent on translation in Sitecore XP from 4 weeks translation cycle to minutes or even seconds. The client has achieved smoother collaboration across teams and higher efficiency with automated content translation, with increased brand consistency.

ACTUM's AI-powered Automatic Translation solution helped marketers utilizing Microsoft Azure AI Services. With just a few clicks, the content within their CMS is translated into 83 languages within seconds.

The solution includes Bulk Translation, Translation Approval Process and Translation Versioning.



**Client name
is NDA
restricted
information**

XP
Experience
Platform



CMS

SYSTEM INTEGRATION

83

Languages supported

90%

Faster to build
experiences

Increased

Brand Consistency
& saved time

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02

ACTUM Translation Solution

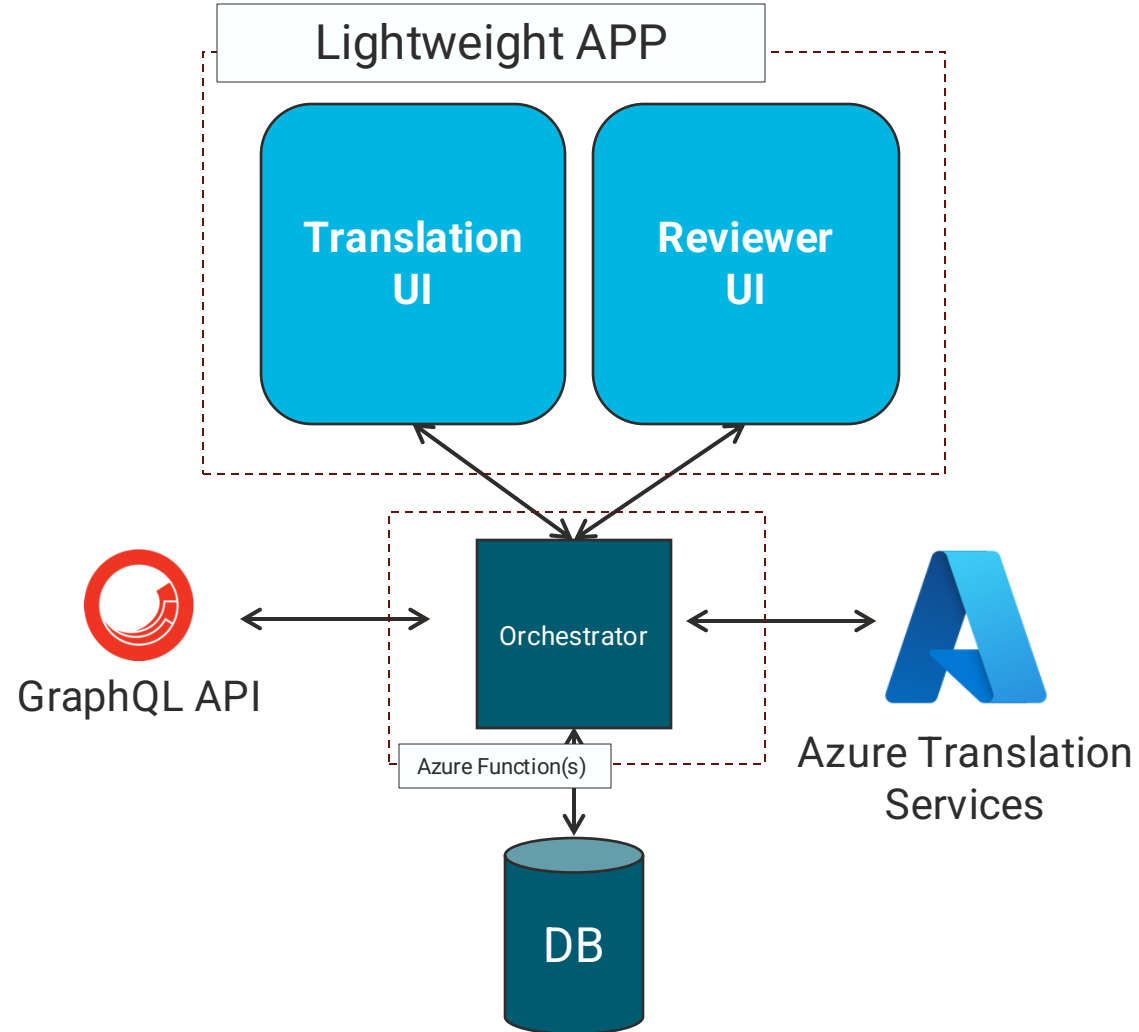
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Key Design Points of the ACTUM AI Translation Tool

- NO complicated workflows
- SIMPLE review and approval processes requiring NO CMS knowledge
- AUTOMATED content selection based on pre-defined configuration
- MANUAL triggering of content translation jobs, option to automate e.g., nightly or weekly
- SITECORE client login or user licenses NOT required
- LOW implementation cost, very low running cost
- FLEXIBLE deployment options straight into your own Azure* environment

* (other cloud providers supported, ask for details)

High Level Architecture Overview



Story:

1. Admin/Superusers connect to the Translation UI and requests a translation into configured or selected languages
2. Orchestrator sends off (changed) pieces of content for translation and gets them back
3. Reviewers connect to the Reviewer UI and adjust as needed the received batch and ultimately approves (their language)
4. Orchestrator APP puts approved translations back in place

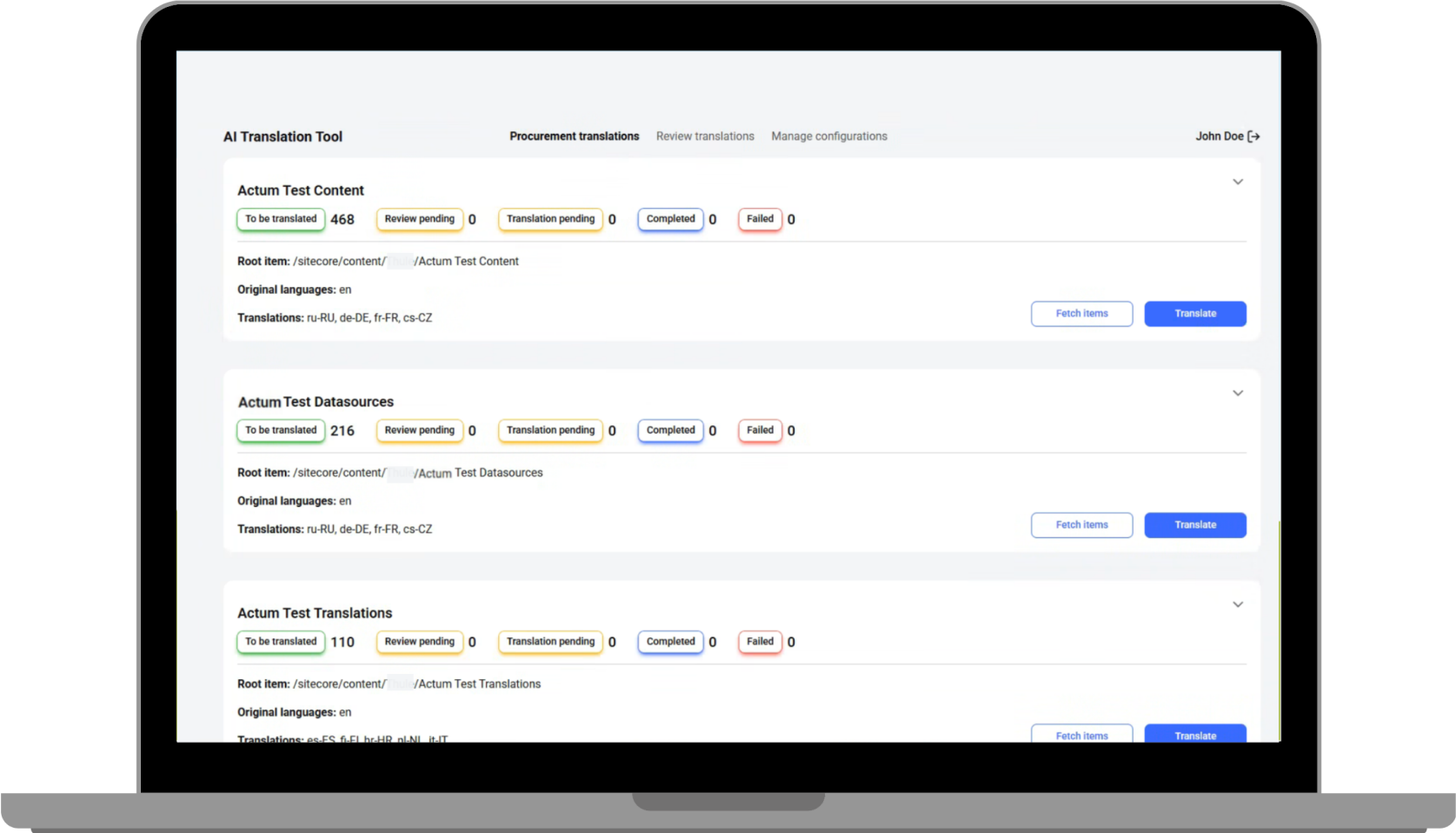
**Enabling AI translation and moderation of localized content.
Review, approve, and publish with just a few clicks.**



03

Demo

Product Demonstration



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04

Q&A



ACTUM Digital

Thank you for your attention!



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ENTERPRISE SOLUTIONS PROVIDER

Gold

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2025

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- XM Cloud
- Experience Platform
- Content Hub



**BOOK A MEETING
TO DISCUSS THE
SOLUTION**



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